



Smith & Wesson

Sporting Goods '76



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Rugged outdoorsmen and hunters have been an integral part of America's 200 year history. For almost 125 of those 200 years, Smith & Wesson has pioneered in providing quality products for these sportsmen. Today the Smith & Wesson line is broader than ever, with a heritage of quality that is your assurance of satisfaction and enjoyment when your choice is Smith & Wesson.

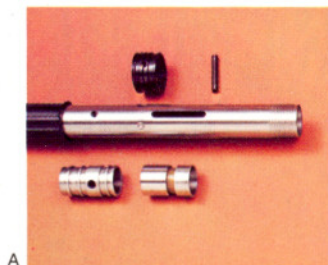
Handguns

Smith & Wesson handguns are the choice of discriminating sportsmen throughout the world. There is no match for the lustrous S&W blue finish, the world famous, smooth S&W double action. Today there are over 125 Smith & Wesson handguns of various configurations to choose from. Whether you're looking for a .22 Auto for target shooting, a fine stainless steel .357 Magnum® or the powerful, game getting .44 Magnum®, you'll find a Smith & Wesson tailored to your performance requirements.

Shotguns

You get a lot for your shotgun dollar when you invest in a Smith & Wesson. In smooth, flawless action, in weight, balance and feel, in smooth, easy swing, these guns represent the craftsmanship of more than 100 years of the gunsmith's art.

The superb Model 1000, with its unique compensator valve, will deliver the utmost in performance to its proud owner. A new 20-gauge Model 1000, with a choice of three barrels joins the 12-gauge version, with its four barrels, in 1976. In design, engineering and craftsmanship, the Model 1000 personifies Smith & Wesson quality.



A

A. Model 1000's unique pressure compensator valve stabilizes gas port pressure variations for sure-shot performance from a wide range of loads from skeet to high velocity field loads. Sharp edge of the floating piston shaves carbon from the cylinder walls to provide a virtually self-cleaning action.

B. The Outdoorsman and Survival knives feature Uni-Handle™ construction. Pommel is the end cap of a cylinder bolted to the threaded portion of the tang. Cylinder holds matches, fish hooks, line or other emergency material.

The economical Model 916 is designed to meet the wide needs of sportsmen who prefer pump-action shotguns. New for 1976 is the 12-gauge Model 916T, providing interchangeable barrel flexibility in a proven, reliable design. The fixed barrel Model 916 is available in both 12 and 20 gauge.

Leather

Smith & Wesson manufactures a wide selection of handsomely styled and crafted top grain cowhide holsters, belts and accessories for particular sportsmen. From selection of hides to stitching to hand polishing and finishing, the superb craftsmanship of Smith & Wesson leather workers is evident in every detail.

Whether your choice is an economy Blazer or a premium quality lined model, you'll find a Smith & Wesson holster for virtually any handgun.

A striking new belt, with a die-struck, solid brass, authentic Smith & Wesson buckle has been created for 1976. You'll also find a selection of smart dress and cartridge belts, slings and a rugged, 20-round rifle cartridge case.

Ammunition

You'll appreciate the superior performance you get when you fire Smith & Wesson ammunition. It brings out the best in whatever gun you choose to shoot. Each cartridge is a balanced ballistics system, loaded for maximum power to provide consistent, uniform accuracy, penetration and controlled expansion.

Smith & Wesson centerfire rifle cartridges, packed in the slim, clear, pocket-sized 10-Pack, are available in popular .243 Win., .270 Win., 30/30 Win., 30/06 Springfield, and .308 Win. calibers.

In centerfire handgun ammunition, Smith & Wesson provides a wide choice of bullet styles and weights in 9 mm, .38 Special, .38 Special +P and .357 Magnum. In addition, rounds are available in .380, .32 S&W, .32 Auto, .25 Auto and .22 calibers. You can look to Smith & Wesson for special purpose, high performance rounds you won't find anywhere else.



Smith & Wesson also offers a broad line of quality S&W/Alcan reloading components for shotshells and centerfire rifle and handgun ammunition. From powder to primers to wads, bullets and cases, these balanced components will help you accurately reproduce your favorite factory loads.

Knives

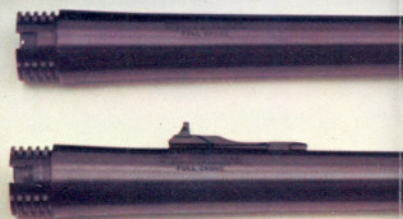
The Smith & Wesson seal on each of these knives is your assurance it has been made to a long tradition of quality. Smith & Wesson knives rival custom-made knives in material, design and hand craftsmanship. Blades are formed from S&W modified 440 stainless steel, then flat ground for improved edge holding capability and increased strength. Handles are crafted from distinctly grained Wessonwood™ or rosewood.

The Smith & Wesson line includes five knives designed for the outdoorsman. A clean traditional Bowie, a Survival and an Outdoorsman, both with the unique Uni-Handle™, a sturdy, hardworking Skinner, and a superb Folding Hunter with a full size, 3½ inch dropped point blade.

Two other knives, a Fisherman's Fillet and a Fisherman model, provide fishermen with the opportunity to enjoy a custom quality Smith & Wesson knife.



B



Blazer Cartridge Belt and Holster

II Automatic Holster with Model 39

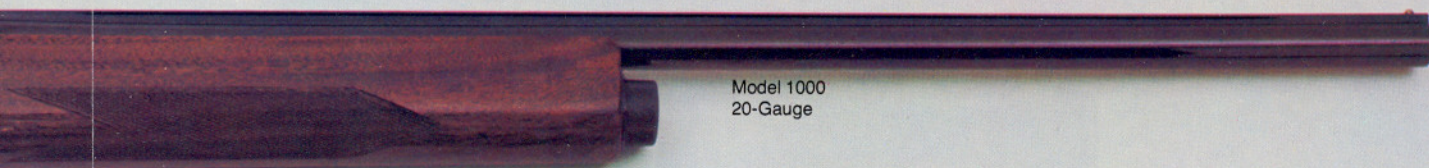
02 Carved Holster with Model 67

Centerfire Handgun Ammo

.22 Rimfire Ammo



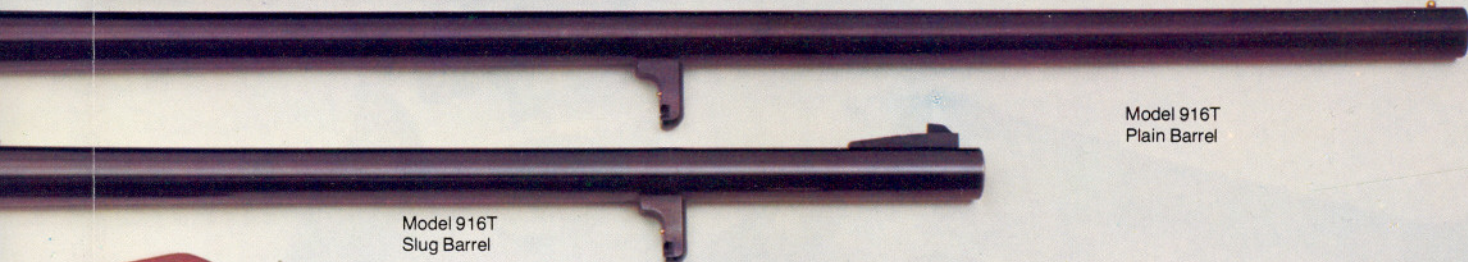
Centerfire Rifle Ammo



Model 1000
20-Gauge



Model 916T
with Vent Rib Barrel



Model 916T
Plain Barrel



"Hostiles"
S&W Buckle and Belt



Folding Hunter



Bowie



Survival



Outdoorsman



Fisherman



Fisherman's Fillet



Skinner



Model 34
.22/32 Kit Gun®

Model 27
.357 Magnum®



Model 17
K-22 Masterpiece

Model 67
.38 Combat Masterpiece
Stainless



Model 39
9mm Autoloading Pistol



Model 41
.22 Autoloading Pistol



Model 29
.44 Magnum®



Smith & Wesson

A Bangor Punta Company

2100 Roosevelt Avenue, Springfield, Massachusetts 01101.

Air Guns

Among the most popular products in the S&W line, these quality air guns are designed to provide fun and enjoyment for the whole family.

Unmistakably Smith & Wesson, the CO₂ pellet pistol, available in both .22 (Model 78G) and .177 (Model 79G) calibers, is almost an exact replica of the famous Smith & Wesson Model 41 .22 caliber. Its 8½ inch barrel and adjustable rear sight make accuracy tops.

The Model 80 is one of the most safe, rugged, dependable and accurate CO₂ BB rifles available today. Just check the big gun features like the top tang safety, which goes on safe after every shot, the rich, walnut colored, checkered stock, the ramp front sight and the adjustable rear sight. Here's quality in the tradition of Smith & Wesson, a real price-performance leader for youth and adult alike.

Rounding out the S&W air gun line is the Model 77A pump action pellet rifle. The ideal air gun for the young shooter making the transition from BB gun to a man-sized rifle, the 77A is capable of making dime-sized groups at 33 feet.

Ask your Smith & Wesson dealer to give you all the facts on S&W sporting goods products. Or write, indicating your areas of interest, to: Smith & Wesson, 2100 Roosevelt Avenue, Springfield, Massachusetts 01101.



Model 80
CO₂ BB Rifle



Model 78G
.22 CO₂ Pellet Pistol



Model 77A
Pump Action
Pellet Rifle